

Dunbar Rowland,  
Jackson, Miss.

# The Sea Coast Echo

## The County Paper.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., FRIDAY, MARCH 20, 1936.

VOL. 45 — No. 12

### BAY CANNING COMPANY GIVES PROFITABLE EMPLOYMENT TO MANY

Hundreds of Men and Women Find Work—Plant One Of Industrial Animation and of Utmost Sanitation—Cans Shrimp and Oysters, In Season—Plans to Can Beans.

A visit to the Bay Canning Company's plant revealed that nearly some three hundred persons, all residents of Bay St. Louis, were engaged at work. It noted that not only were the workers busy but that they were paid in accordance to their capacity and that cash on the spot. These were principally oyster shuckers, men and women, no child under fourteen years of age given employment, in accordance with federal regulation. After the oyster is steamed, the shell is partly opened and it removes much of the difficulty in prying open the oyster. As a can is filled it is carried to a window, where it is weighed and the operator paid money for opening a given weight.

**Many Men and Women Employed**  
In addition to the many shuckers, there are men employed in various capacity. First women work in the department where the oyster is actually placed in cans, soldered and steamed and ready for the labelers, then into cases and shipped to the warehouse, ready to go out into the markets of the world. On the pier we find many men at work and on the boats there is another quota. Hence it is plain to see the vast number of people the Bay Canning Company gives employment.

**New Plant on Old Location**  
The plant is located on the site of the former Peerless cannery plant. In season shrimp are canned and the season recently closed brought in a heavy supply. The oyster season is now on and will continue until the weather becomes warm, probably April.

**Mr. Randolph J. Ladner**, is executive manager of the place and is quite busy directing the forces. But he has the units of labor so well and efficiently organized that the result is satisfactory, realizing the maximum amount of result.

"We employ home labor," said Mr. Ladner and put to work all the help we are able to procure for our packing department. And the same applies to other departments. We do not send to Baltimore for labor, neither do we desire to do so.

**Plans to Help The Farmer**  
"We are planning to can beans as soon as the oyster season is at an end we are ready to contract with farmers to take all beans they may be able to produce, both in Hancock and Harrison counties."

This will give farmers an opportunity to sell in bulk all beans they may grow. Another feature we noted in the boiler room—that wood from local forest owners were purchased. Tall and wide piles of fat pine, cut in cord lengths, were ready

(Continued on page 4)

### STATE POLITICAL POT WILL SOON BEGIN TO BOIL TO OVERFLOWING

Candidates For Congressional Honors Will Be Numerous; Old Timers Will Try Come Back—Ross Collins Of The Number

(Special to The Sea Coast Echo)  
Jackson, Miss., March 18.—Coincident with the adjournment of the legislature, it is forecasted that the 1936 political pot will begin to boil. Already the stage is all set for several important contests in which it is anticipated the voters will be greatly interested. The most talked of at the present time is the Congressional races over the state, in which some of those defeated or voluntarily retired will attempt a come-back after two years of private life. In the fourth district it is almost an assured fact Hon. Jeff Bushy, former congressman, will seek his old toga. In the fifth district the name of Hon. Ross A. Collins, also a former member of congress who voluntarily retired to become a candidate for United States Senate, but defeated, is being put forward to regain his former office. Interest centers in the promised contest to take place in the seventh district where Hon. Dan R. McGeehee, the present incumbent, is slated to have an opponent Hon. Russell Elzey who was defeated by Congressman McGeehee two years ago. It is also very likely Hon. Hugh Gillespie, present district attorney of the seventh district, will also enter the contest with Messrs. McGeehee and Elzey. The entries are almost certain to close with the announcements of these three candidates.

**Death of Robt. Loog**  
Former Resident of Bay St. Louis, Saturday.

The death of Robert Loog, native of London, England, died at the family home, 6034 Magazine street, New Orleans, Saturday, March 14, at 12:15 o'clock P. M., as the immediate result of a stroke. Mr. Loog, before his marriage to Miss Mabel Cazeau, of Bay St. Louis, resided in this city and was engaged in various pursuits. He was a man of distinctive type, and engaging characteristics, scholarly and accomplished.

He is survived by his wife, a sister of the Misses Ruth and Irene Cazeau, of Bay St. Louis, and seven children, namely, Robert, Joseph, T. C. Andrew, Charles D. Mary, and Martha C. Loog, also a sister, Mrs. Charles Allen, resident of Liverpool, England. The last two mentioned are twins, 16 years old.

The family have the deepest sympathy of a wide circle of friends both in New Orleans and Bay-Waveland and the adjacent territory.

Mr. Loog, before his marriage was a professional teacher, member of the Central School faculty.

### R. N. BLAIZE TO HEAD OIL COMPANY

**Bay Oil Company Is Incorporated and Will Operate On Wide Scale**

Incorporated under the laws of the State of Mississippi, the newest corporation for this section is the Bay Oil Company, of which Mr. R. N. Blaize is the leading spirit and executive. Charter of incorporation for the Bay Oil Company was published in the columns of The Echo last week.

The incorporation is capitalized at \$2,000,000, two hundred shares at par value of \$10.00 and all shares will be known as common stock. The incorporators are R. N. Blaize, P. A. Lavedan, Robert D. Samot, Louis P. Samot, and Former Lt.-Gov. Bidwell Adam, all prominent citizens and representative business men.

Purpose of the incorporation, which has already gone into active business, is to buy and sell, as wholesalers and retailers, gasoline, kerosene, lubricating oils, greases and other petroleum products as are generally sold by oil companies; to maintain tanks or stations, depots, filling stations and to operate the same, and to operate and maintain, buy and sell, delivery trucks and other equipment necessary for the distribution of said products; to lease, buy or sell lands, buildings and equipment used in connection with the handling and sale of said products.

The rights and powers that may be exercised by this corporation, in addition to the foregoing, are those conferred by Chapter 100, Code of Mississippi of 1930.

"We have organized this distributing company," said Mr. Blaize, "for the reason we wish to serve the public in this and adjacent territory with a good product at popular prices and also to sell not only our product but service as well. And we wish to make it possible that the retail dealers will be in better position to best serve the customer and to make it possible to give the minimum of service.

"We have a splendid product and planning to intensify our business, we hope to make a success possible not only for ourselves but also possible for the retailer and others who may sell our products."

Mr. Blaize and associates are enthusiastic over prospects and have gone to work in such manner that well backs their plans and determination.

### LIBRARY AVERAGE IS ABOVE

**Hancock County Free Library Totals 3,052 Volumes For Public Use**

According to the latest report from the Hancock County Free Library new year, which will begin on the first Tuesday in July, when all officers will be installed, are Norton Haas, present vice-president was elected president; John A. Bozman, vice president, and Rene de Montuzin, Jr., secretary-treasurer, a post of responsibility he presently holds to general satisfaction.

Directors elected to serve for the new year, which will begin on the first Tuesday in July, when all officers will be installed, are Norton Haas, J. A. Bozman, Rene de Montuzin, Jr., Arthur Scadie, Jesse Gray, Henry Capdepon, Chas. G. Moreau and President Joseph R. Scharf as ex officio members.

Under the guidance of President Scharf, Rotary Club has continued to flourish and serve to the purpose for which its activities are intended.

The members are enthusiastic and the supper meetings each Tuesday night are well attended.

**"HIGHWAY INN" IS NAME OF NEW PLACE ON SPANISH TRAIL**

**New Orleans Lady Displays Enterprise and Energy In Opening Business**

A newly-built stucco building, on Ulman avenue, directly west of the Bay Central School, houses a new business which was opened this week by Mrs. Gertrude Cacioppo who is intensely interested in her new venture, and anticipates the success to which she is entitled.

The place, located on the Old Spanish Trail (Ulman avenue) is not only attractive on the exterior but within we find it is most inviting and stocked with such fresh goods as to insure a splendid trade. Especially to transients by auto who will not hesitate to stop at such places for dinner, lunches, sandwiches, soft drinks or perhaps, a cooling glass of beer. Automobile travelers in and out of New Orleans, visiting the Coast, seek such a little place that the very atmosphere of which spells welcome. It is to the trade and to the local people as well that Mrs. Cacioppo caters. In addition to serving things to eat and drink, a line of groceries is also carried in stock, varied and well selected. A grocery in the outlaying districts often proves of the most convenience to a neighborhood and this place will not be the exception.

"We have moved to Bay St. Louis to make it our permanent home," said Mrs. Cacioppo, "and that is best evidenced by the fact that we purchased the property in which our business is located. We are no fly-by-night concern. We have moved here to become part of the local citizenry, to do our share in building up the community and to contribute to all civic and uplifting endeavors that will contribute to make Bay St. Louis a better place to live.

"In return we expect nothing more but what our labor and attention to business will entitle us to. Our business opened only a few days ago, and as the contractors progress in completing the building and equipment we hope to continue improvements."

The Highway Inn not only caters to the traveling public but to the Bay St. Louis trade as well.

### ROTARY ELECTS OFFICERS

**Norton Haas to Become President—County Agent J. A. Bozman, Vice-President**

Going into its eleventh year, Bay St. Louis Rotary Club on Tuesday night, at The Answer, held its annual election with the result that Norton Haas, present vice-president was elected president; John A. Bozman, vice president, and Rene de Montuzin, Jr., secretary-treasurer, a post of responsibility he presently holds to general satisfaction.

Directors elected to serve for the new year, which will begin on the first Tuesday in July, when all officers will be installed, are Norton Haas, J. A. Bozman, Rene de Montuzin, Jr., Arthur Scadie, Jesse Gray, Henry Capdepon, Chas. G. Moreau and President Joseph R. Scharf as ex officio members.

Under the guidance of President Scharf, Rotary Club has continued to flourish and serve to the purpose for which its activities are intended.

The members are enthusiastic and the supper meetings each Tuesday night are well attended.

**Martin O. Blanchard Purchased Half Interest In Bay St. Louis Laundry**

Martin O. Blanchard, who for many years past has been resident representative for a New Orleans laundry, this week purchased from Lloyd Ladner a half and active interest in the Bay Laundry, a strictly home industry and enterprise, the sale taking effect last Monday. Mr. Blanchard needs no introduction to our people and to the trade. He is both experienced and familiar with the trade. He will be the outside man while Mr. Ladner will continue to work with him.

The Bay Laundry has always turned out a splendid character of work and has enjoyed a liberal patronage but Mr. Ladner found it was too much to give the business the attention demanded; he realized the necessity of a partner who would take an active and true interest in order to continue serving the public and to do that full.

Patrons of the library are again reminded that a beautiful painting by Mrs. Nina Stillwell will be awarded for the benefit of the book fund.

Information about tickets can be secured from Miss Crawford or Miss Chapman.

This is quite a good team for the

### GYM FOR BAY HIGH SCHOOL

**Costing \$34,800 Under Construction—James Geary, Supervisor—WPA Funds Financing Building**

Athletic programs as well as amateur theatrical programs of the Bay St. Louis School System will have a free outlet with the completion of an 87x121 Gymnasium that is now under construction as a project in the Statewide Works Program of the Works Progress Administration, of which Dr. Wayne Allison of Jackson is State Administrator.

Construction work was started several weeks ago on the Gym and S. J. Ingram City Superintendent of Schools, is displaying a great interest in its general supervision. Direct supervision of the projects is in charge of James Geary.

This project is one of the first to be proposed when Dr. Allison sent out hurried calls for submission of projects to get the program underway. The gym will be flanked on either side by dressing rooms—two for boys and two for girls—showers, baths, etc. It will be floored with hardwood with the necessary permanent athletic equipment built in. Inside the outer walls of the gym corridors will be built. These corridors are in anticipation of a future building program in which it is planned to construct eight class rooms, four to the side, two up-stairs and two down-stairs.

Present financing of the project permits only completion of the gym.

When this is finished, if more funds are made available, work is to start on the eight class-rooms that will, when finished double the capacity of the school. Although the school is now accommodating 600 pupils, its capacity is only approximately 300, which creates a badly congested condition which the faculty of 22 teachers find it difficult to cope with.

Excellent progress is being made on the gym and Mr. Ingram expressed a hope that he would be able to secure additional funds with which to continue construction, which is of brick, conforming with the present style of architecture of the school itself.

Federal funds set aside for construction of the gymnasium total \$34,800. Classifying his project as one of the most important in Hancock County, Supt. Ingram expressed the hope that further funds would be granted with which to continue the building program and complete the class room additions to his school.

### LOANS FOR COUNTY CROPS

**Charles F. Burill, Field Supervisor, Visits Bay St. Louis**

Applications for emergency crop loans for 1936 are now being received at County Agent's office, Bay St. Louis courthouse, by Charles F. Burill, field supervisor of the Emergency Crop and Feed Section of the Farm Credit Administration.

The emergency crop loans will be made only to farmers who cannot obtain credit from any other source, as provided by regulations issued by the Governor of the Farm Credit Administration. The money loaned will be limited to the farmer's immediate and actual cash needs for growing his 1936 crops and in no instance may exceed \$200 to one farmer.

Farmers are not eligible for emergency crop loans if they can borrow from an individual, production credit association, bank, or other concern. Farmers will also be considered ineligible if they have an application pending with Resettlement Administration for an unpaid loan.

As in the past, the security for an emergency crop loan will consist of a first lien on the crop growing.

Landlord or others having an interest in the crop to be financed will be required to waive their claims in favor of a lien to the Government of the emergency crop loan is repaid.

Checks in payment of approved loans will be issued by the Regional Emergency Crop and Feed Loan Office at Memphis, Tennessee.

business, an ideal combination and we can expect this home concern which has a payroll all the year round to flourish. Mr. Blanchard says he is pledged to service and is going to satisfy every customer to the fullest extent.

### BAY ST. LOUIS MOTHER AND CHILD KILLED ON OST AS RESULT OF ACCIDENT

**Mrs. Edna Pouyadoux McArthur and 6-Month Child Victims of Auto Crash While En Route to New Orleans For Medical Aid For Baby**

Mrs. Edna Pouyadoux McArthur, wife of Ory McArthur, and six-month old baby, were killed Wednesday evening at about 6 o'clock as a result of an automobile accident on the Old Spanish Trail at a point between Asher's and Luxich's filling stations, out from Bay-Waveland. Both were taken to Gulfport Hospital, where they died.

The baby would have been 6 months old Sunday. It was a victim of pneumonia and was enroute to New Orleans for medical attention, mother and child riding with Charlie Bean who was carrying a supply of paint to New Orleans.

The other car, a Pontiac, was driven by E. F. Nine, general agent, United States Fidelity and Guaranty Company, and just how the accident occurred is not definitely stated, even though several versions have been given.

Mrs. McArthur was in her thirties and is a daughter of Andrew Pouyadoux, an employee of the city of Bay St. Louis, and is well known generally.

Remains of both mother and child were conveyed to the Fahey Undertaking Home, where they were being prepared for burial when this article was written Thursday noon of this week.

Mr. Nine is no stranger along the Coast, traveling by auto to the Coast and visiting coast towns in the interest of his company.

At this writing no definite time for the funeral was given.

**JACK LADNER OF BAY ST. LOUIS TO SELL CHEVROLET**

**Well-Known and Successful Local Salesman Goes Back To Former Work**

An announcement of interest and importance to the auto-buying public is the fact "Jack" Ladner, has joined forces with the Dees Chevrolet Agency, Biloxi, for the Mississippi Gulf Coast, and will hereafter be the resident sales agent for the Chevrolet automobile and truck.

Mr. Ladner has sold many Chevrolet cars in this county, connected for many years with the local agency and knows the business from A to Z. He is widely acquainted and will offer the best trade possible to prospective purchasers. He says it will be worth while to see him before making a purchase. The '36 Chevrolets are the last word in construction and is the most complete and best car for the price. He has sold hundreds of such cars when he was salesman for the Leo Ford Agency and because he has a good product at a low price he can again sell many more.

It will pay in dollars and cents plus personal satisfaction to see Mr. Ladner first.

**SOLONS TO ADJOURN SINE DIE AT NOON ON THURSDAY, MARCH 26.**

**Will Be Shortest Session Held Since 1926—Many Bills Yet to Reach Governor's Desk For Signature—State Highway Reorganization Question.**

**Closed Gasoline Station For Months Reopened For Business**

After being closed for several months the gasoline and service station at Beach and Main street, said to be the best business corner and most valuable piece of property in the city, reopened last week.

Indications are that the budget for the 30 months period, ending June 30, 1938, will run around \$35,000,000, revenues for which are already in sight if the state refunds some of the \$4,500,000 bonds maturing during that period.

If the legislature does adjourn finally on March 28, it will be the first time a short session has been held since 1926. It will be the first short regular session at the beginning of an administration since the World War.

In addition to the budget legislation the legislature faces as it nears the end final solution of whether or not the state highway department is to be reorganized, the enactment of

the building and business, formerly operated by the C. M. Weeks interest, has been repainted, the stucco color changed from yellow to immaculate white, property trimmed and presents an entirely different view to the cheerfulness of the locality. Conveniently located, the management expects it to serve a large clientele and offers Pan-Am products plus a state land policy, rural electrification legislation and many other subjects now pending on the calendar.

# THE SEA COAST ECHO

A CONSTRUCTIVE FORCE IN THE COMMUNITY

ECHO BLDG.

Forty-Fifth Year of Publication

Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County

Official Journal City of Bay St. Louis.

Member National Editorial Association,

Member State Press Association.

Subscription Terms, \$2.00 Per Annum

Always in Advance.

Entered as Second-Class Matter at the Postoffice, at

Bay St. Louis, Miss., under Act of March 3, 1879.

## LOVING CUP FOR THIS CITIZEN

**W**HEN a resident of a community makes it possible that a vast number of residents may be supplied with work and in return gain an honest livelihood, he at once becomes a benefactor and a subject of general appreciation. Such resident is an integral part of the success and routine of the community and becomes a factor of import. He is well nigh indispensable.

We're awarding a loving cup, as some newspapers do, to the citizen having performed the greatest good to the community, we would not hesitate to assign such trophy bearing so much honor and distinction to Randolph J. Ladner, executive of the Bay Canning Company, who is administering to the business of this concern in a manner that brings the biggest possible returns to the laborer, and a man who has individual regard for every man and woman, of the several hundred who labor there; to their personal comfort and their general welfare, well exercising the tenets of the golden rule.

Bay St. Louis has all attributes possible that may endow. We are rich in those things that make a locality an ideal place in which to reside, but the general run of people who must labor find no employment. We have a marked paucity of payrolls. But with such a man as Randolph J. Ladner it is possible to give employment to much of the surplus and unskilled labor hereabouts. He plans, in future, to expand this industry; to make it possible to employ such people in manifold numbers. His enterprise and success become a public benefaction. What more may be said of a citizen of such enterprise and forward spirit? He is entitled to all co-operation possible.

## NO CASH AND NO PAYMENTS

**S**OME months ago there was considerable interest taken in this country in a political campaign in Alberta, Canada, where a candidate advocated a social credit scheme, holding out the promise of payments of \$25 a month to certain citizens.

The candidate was elected but the payments have not materialized. The impediment that barred the flow of cash to the citizens was a lack of revenue. Worse than the disappointment involved in the end of a dream, is the probability that the provincial legislature is about to lay down higher tax levies.

The warning from Canada should give us a needed balance in considering schemes like the Townsend Plan which promises \$200 a month to all persons over 60 years of age. Certainly, The Echo has no objection to the principle of the Townsend Plan, involving assistance to aged persons. We think, however, that \$200 a month is impractical and that it will not materialize for the same reason that the Alberta plan collapsed. It is one thing to promise \$200 a month and another thing to find the cash money with which to make the payments.

Mississippi has many residents who would qualify under the Townsend theory, but in turn Mississippi tax-payers will indirectly have to support the additional burden. Promising a pension or monthly payment is one thing while realizing the cash is entirely something different.

## THE AMERICAN GUIDE

**T**WO Federal Projects have been inaugurated in Mississippi—the Federal Music Project and the Federal Writers' Project. The Music Project employs 113 women. Some of the phases included are the teaching of music, instrumental and vocal music appreciation, and public school music. Orchestras, string ensembles, quartettes, and choruses are organized. Piano tuners and repairers of other musical instruments are employed. The Writers' Project employs women to the number of 74. The chief purpose of this project is the preparation of the encyclopedic publication, "The American Guide." The cultural, historical, and scenic data of the famous old Magnolia State will be incorporated in this "guide." When completed, these volumes will belong to the public—to individual, community, district and state, as well as to the United States. America is said to be the only important country in the world which does not have a substantial national guide—and now through funds provided by the W. P. A. America will have "The American Guide." Mr. George E. Schilling represents this work in and for Hancock County. A splendid selection.

## ENCOURAGING

**O**NE of the most encouraging signs of industrial progress is the heavy increase in expenditures made by railroads for equipment. This reflects improved traffic conditions which are indicated by the fact that car-loadings for the last week in February were 69,000 ahead of the same week last year.

In the first two months of 1936, railroads bought twice as many engines as they did in 1935. They ordered 8,286 freight cars in the two months, which is almost 10 times as many as those ordered in the same period of 1935. Already half as many passenger cars have been ordered as were bought last year.

Trading in Bay St. Louis is a matter of good business judgment.

## TEMPORARY CLOSING OF THE SHORTCUT

**B**ECAUSE of its almost impassable condition for a stretch of about two miles or more, the Shortcut highway, connecting Bay St. Louis with New Orleans, was closed Friday morning by an executive order from the Highway Department at Baton Rouge. And the roundabout way thru Slidell again fell into its former use, a distance of some eighty-odd miles whereas the new cut road was some sixty-odd miles.

With this change considerable traffic for the week-end from New Orleans to the Gulf Coast fell-off, to the business interests to an appalling extent. Possibly only one-half the number of automobiles covered the trip out to the Coast.

The old highway, as it crosses Honey Island and thru on to New Orleans is not only a longer route but a rather hazardous one and there is more occasion for accident and possible fatality.

From the press stories, emanating from Baton Rouge we are told that at least one month will elapse before the 'shortcut' will be resurfaced with blacktopping and sand, and it is planned to open the road as early as possible and practicable.

This cannot come to pass too quickly. We have had a taste of the advantage of the 'shortcut' and realize the convenience, saving of time and to say nothing of less cost.

A correspondent in this issue of The Echo writes a timely communication. He says why does not the Mississippi highway commission get busy at the same time while the road is closed, and rebuild its own impassable stretch as it runs thru Pearlington over a tortuous route and with surface covered with a network-like of holes and hollow places. The suggestion will be forwarded to headquarters at Jackson.

## GULFPORT TOURIST-MINDED

**G**ULFPORT voters went to the bat the other day and voted for a bond issue of \$68,000 to be matched with federal dollars, for the building of what is termed an inner harbor. The proposition received a vote of twenty to one and unanimously carried. Hardly a community would put a proposed bond issue to an election, as required by law, for fear tax-payers have been so fed up on additional taxes, that defeat would be well-nigh inevitable. The vote was 1355 for, 73 against.

However, Gulfport people showed their colors, courage and enterprise second to none. And, naturally, they are to be congratulated.

The plan of an inner harbor is to build a general recreational place. A basin for pleasure boats and harbor for yachts that bring the wealthy class; a clubhouse, a tennis court or two, a golf course and every conceivable form of recreation to be accommodated. The clubhouse would, according to plans be an outstanding feature.

People of Gulfport well realize that the commercial side of their veritable little city is all very well, but the real thing upon which they may capitalize is attraction for tourists. Biloxi, in a limited measure, has well cashed in on such idea making their city the ideal resort. Bay St. Louis has done nothing—not even a public recreational pier.

Gulfport has signified its intention of going after the tourist class, summer and winter. The people with money who are looking for places where they may spend it. The inner harbor is the biggest federal project yet announced and that the desired funds have been authorized in the manner required, we see nothing but success for Gulfport. The citizens have gone tourist-minded. It will pay handsome dividends. See what it did for Florida and California.

## NEWSPAPER ADVERTISING GAINS.

**A**DVERTISING experts point out that newspapers are showing gains of around 10 per cent, compared to 1935. Magazine totals are up about 7 per cent and radio revenue is about equal to or slightly under last year.

While the statistics above cited are based on daily newspapers, it is apparent that advertising in the smaller newspapers of the nation is increasing. This is true of local advertising, which includes that originating in the home county of a newspaper, and applies to some extent to advertising from other sections.

The Echo does not compete with the New York Times, the Chicago Tribune and other metropolitan journals, in the way of news coverage and advertisers, but it is safe to assume that advertisers in Bay St. Louis do not wish to cover the markets dominated by the larger newspapers. However, The Echo does cover the immediate area of this Coast where our business must originate.

Advertising rates are based on circulation, whether figured for magazines or daily and weekly newspapers. The effectiveness of advertising depends to a large extent upon the character of the medium used. Obviously, some newspapers are worth more to a merchant than others because they render better service to readers, print more news, and are given greater attention.

There are many schemes submitted to advertisers to replace the use of newspaper space. Bay St. Louis merchants are often solicited by promoters who have something to sell which they say will produce results. However, in the face of competition from many schemes and devices, newspaper advertising continues to get more of the advertiser's dollars. Possibly this is because newspaper advertising is worth the money when considered as a salesman.

In a front page editorial, appearing in the Gulfport Daily Herald the other day, appeared the suggestion that all that portion of land, on beach side, lying between the seawall and street line, be dedicated for public park purposes under federal auspices. A correspondent, no doubt a freeholder residing along the valuable beach front, opposes, and says the Herald is generous giving away other people's property.

Most workers who get down late are on time when the closing hour arrives.

## Current Comment

**N**OTHING is surer than death and taxes. A man dies but once, whereas taxes press their claims in divers ways, and several times a year. It is safe to state that most persons think more about tax levies than about their final exit from the affairs of this world. So it happens that the public eye is focused most frequently and intensely upon what the government is going to do with regard to collecting the money it needs. The plan to make a heavy impost upon the undivided surplus of corporations is likely to be modified. Although corporations seem due to receive a hair cut, they will not be shorn bald-headed, it is said. They will be permitted to impound money enough to keep them going and help them over industrial stretches where the sledding is poor. One result of the measure under consideration is that the number of citizens having a taxable annual income of more than a million dollars will be increased from less than a hundred to almost three hundred.

Mr. Hitler has moved troops to the boundary defined by the Rhine. France has set her armies in motion in the same direction. Mr. Mussolini has committed Italy to the French side, if something happens. England tells Germany not to start anything, but wishes more time to think matters over. All this sounds a good deal like the commotion that started the World War. It can only be hoped that all concerned will go no further than such defen-

\* \* \*

The last survivor of the Battle of Fort Stevens, in the District of Columbia is dead. The present, therefore, may be an appropriate time to recall the fact that in the Civil War the forces of the Confederate actually arrived within a few miles of the White House, so near that building that President Lincoln was able to view the scrimmage during a short carriage ride.

**I**NGER ROGERS loses ten pounds with every dancing picture.

If an actor earns \$100,000 a year his taxes mount up to almost \$40,000 if he earns \$50,000 they are only about \$12,000.

Leslie Howard underwent an operation recently caused by an injury to his arm while in a make-believe movie duel with Basil Rathbone.

Jean Hersholt, who played the part of "The Country Doctor," so well, has a collection of first editions, which cost him over \$200,000. He says that it represents his life savings and can be turned into cash if he should desire to do so.

Warner Brothers was advised by the court to pay \$7,000 back salary as well as \$1,500 a week to Ann Dvorak because of illness, but the star proved to the satisfaction of the judge that she was quite well enough to work.

Lila Lee is back in the movies supporting Wm. Powell in the picture "One or Two." She plays a nurse in Powell's office. William Powell, by the way, gained fourteen pounds while on his vacation in some desert spot.

Nelson Eddy has received five hundred poems which were written and dedicated to him by fans after seeing and hearing him on the screen.

Paul Cavanagh once served as a member of the Royal Northwest Mounted Police before coming to Hollywood.

Franchot Tone is to have the lead in "The Unguarded Hour." His speech before the admiralty board in "Mutiny on the Bounty" was so splendid that this new part which has been assigned to him, is considered a result. Loretta Young will play opposite him.

\* \* \*

W. C. Fields is really well again and preparations are being speeded up for him to star in "Poppy." Richard Cromwell will have the juvenile lead.

Anthony Adverse runs for two hours and a half.

M-G-M has five of the most expensive stories bought to make into pictures. The last one cost \$165,000. It is "Dead End." The others are "Doodwhoo," "Hurricane," "Princess and the Pauper" and "Come And Get It."

Walter Brennan with the hidden face always interviews the director in make-up!

LEO the Minnow says: "I COULD BE THREE GODFATHERS SO I'M GOING TO BE OVERKILLED."

LEWIS STONE IS AN EXPERT ON GODFATHERS. DICKENS HAVING READ ALL OF HIS BOOKS HAS APPEARED IN A DICKENS STAGE PLAY.

IRENE HERVEY (THE LOCAL GIRL WHO MADE GOOD) WAS BORN NEAR HOLLYWOOD.

New York, N. Y.—IT'S TRUE! that Virginia Brissac, formerly a star of the stage, and widow of one of the pioneer studio heads of the industry, acts her first role before a motion picture camera in "Three Godfathers," says Wiley Paden. "As a stage star, she gave Harold Lloyd his first acting job, in her company at San Diego".

## Community Interests Center On

## Community Institutions . . . . .

## Merchants Bank &amp; Trust Co.

**I**S an outstanding community institution. It serves the people who live here and adjacent territory and performs a service of estimable and incalculable benefit. Its field and general scope knows no limit. It serves people—men and women alike—in all fields of endeavor. It stands for an economic force and a guide to better days and leads to prosperity and security.

Nothing gives one a better feeling of dependency and absolute security than a bank account. A person who pays by check, drawn on a dependable and recognized bank, is instantly recognized. It identifies you and gives prestige. It is one of the best recommendations possible.



**S**TART a bank account today. Do business through the channels of a bank. This one method will serve to advantage. It will give a training in business matters and serve to a purpose that is well obvious to every thinking person who wishes to become permanently established in the eyes of the world and serve self as well.

A bank account started today will possibly serve for years to come.

## Merchants Bank &amp; Trust Co.

On the Beach and R. R. Crossing.  
Bay St. Louis, Miss.

## MISSISSIPPI POWER COMPANY

## REGULAR MONTHLY MEET CO. BOARD SUPERVISORS.

(Concluded from last week)

Thursday morning, March 5th, 1936 at 9:00 o'clock A. M., the Board met pursuant to adjournment, present as on yesterday.

Be it remembered that on the 2nd

day of March, 1936, there came on to be considered the bids on file proposing to sell, or hire or lease, to Hancock County, certain road implements for the use of District No. 5, Hancock County, Mississippi, in constructing, reconstructing and maintaining its public roads, under Sec. 1, Chapter 106 Laws of Mississippi 1932, page 493. It appearing that due notice was given to this Board of its intention to so purchase or hire said road implements at this meeting for said purpose, by order made at a former meeting, and by publication for three consecutive weeks, in The Sea Coast Echo, a newspaper published in Hancock County, and having a general circulation therein of a notice calling for bids of this meeting accordingly, proof of publication of which is now on file, and the said matter was continued until today, March 5th, 1936, and it further appearing after due consideration that the bid of Mississippi Road Supply Company, a responsible bidder, to lease said implements, is the

lowest and best bid on file, and which is now adjudged to be satisfactory and that it is to the best interest of the public that said implements be hired rather than bought at this time, it is therefore:

Ordered and adjudged by the Board of Supervisors of Hancock County, Mississippi, that said bid of the Mississippi Road Supply Company to lease to this Board the said road implements therein described for said purposes be and the same hereby is accepted, and is ordered spread upon the minutes of this meeting as a part of this order, together with the proof of publication of notice aforesaid, the lease contract in said accepted bid to thereby become the contract and agreement between said Company and this Board for the leasing of said road implements, said proof of publication and said accepted bid, including the contract, being in words and figures as follows, to-wit:

PROOF OF PUBLICATION  
THE SEA COAST ECHO  
Chas. G. Moreau, Publisher and Proprietor

STATE OF MISSISSIPPI,  
HANCOCK COUNTY.  
Personally appeared before the

(Continued on page 3)

## Waveland News Notes Personal-Miscellaneous

**M**R. S. C. K. HERLIHY's mother, Mrs. W. I. White has returned to her home in Gretna, Louisiana after a delightful visit here.

\* \* \*  
Mr. and Mrs. L. Feilman are over and are very busy making repairs on their Coleman avenue home.

\* \* \*  
Dr. and Mrs. Walter Hava spent one of their happy week-ends here.

\* \* \*  
Mr. and Mrs. Louis Schuler were here for the week-end. The pretty bungalow they are building on their rear grounds is nearing completion and they will be happy to occupy same.

\* \* \*  
Mr. and Mrs. Edward Carrere and family were here for several days stay, and Mrs. Carrere and daughter will have one of their delightful house parties for Easter.

\* \* \*  
The St. Claude Adams were here on a fishing trip.

\* \* \*  
Dr. and Mrs. J. J. Wymer, all their pretty daughters, young Joe, Jack, Hillston, Carey, Denton and Saminy Priesser, brother of June and Cherry Blossom Priesser, internationally famous dancers, were at Cottage by the Sea for the week-end.

\* \* \*  
Mr. and Mrs. Guy Hopkins were over on one of their usual week-end trips.

\* \* \*  
Miss Emelda Fayard spent the week-end with her parents at the Bay.

\* \* \*  
Mr. and Mrs. H. L. Stoutz, Jr., of

**6 6 6 SALVE  
for  
C O L D S**  
Liquid - Tablets  
Salve - Nose  
Drops 5c, 10c, 25c

### NOTICE TO PUBLIC

#### OVER NIGHT FREIGHT SERVICE

#### MOBILE EXPRESS INC.

Trucks Leaving New Orleans  
Nightly to Give Quick and  
Satisfactory Morning Service

New Orleans Phone RA 2114

Bay St. Louis, Miss.

V. A. MORREALE, Agent

Phone 371-M

TO THE BANKS OF HANCOCK COUNTY  
AND ADJOINING COUNTIES

Note is hereby given that the Board of Mayor and Commissioners of the City of Hancock, Mississippi shall receive bids from Banks at the First Regular Meeting of April, A. D. 1936 of the said Board of Mayor and Commissioners of the said City held in the City Hall on Monday the first day of April, A. D. 1936 at ten o'clock A. M. for the privilege of keeping the City Funds, or any part thereof, for a period of two years beginning April the Third, A. D. 1936 pursuant to Chapter 105, Mississippi Code of 1906.

The said bids must be on file by 10:00 A. M. on the First Monday of April, A. D. 1936.

The Board reserves the right to reject any and all bids.

Given under my hand and the official seal of the City of Bay Saint Louis, Mississippi, this the 5th, day of April, A. D. 1936.

(SEAL) H. GRADY PERKINS,

Commissioner of Public Utilities and Clerk of the Commission Council of The City of Bay Saint Louis, Miss.

#### NOTICE TO BIDDERS

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 2nd, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

#### PROPOSAL TO LEASE ROAD IMPLEMENT

To the Board of Supervisors of Hancock County, Miss.

In response to your advertisement for bids for the sale or hiring to you of road implements for the use of Hancock County, Mississippi, we hereby propose to lease the same to you for said purposes upon the terms and conditions set forth in the following form of contract, which shall be the contract between us if accepted by you to-wit:

#### LEASE CONTRACT

The Mississippi Road Supply Company, a corporation, of Jackson, Miss. as Lessor, hereinafter called the "Company," does hereby lease, hire and let unto the Board of Supervisors of Hancock County, Mississippi, as Lessee, for the use of Supervisors District No. Three in constructing, reconstructing and maintaining its public roads under Sec. 1, Chapter 196, page 498, Laws of Mississippi 1932, the following described road implements, to-wit:

One Wide Thread "T-20" McCormick Deering Tractor Serial No. ST-509 Motor No. FM-5132 equipped with Crankcase guard, Front Full Hook, Radiator Guard and Front Bumper.

Said lease shall be for a period of 12 months, beginning on the 15th day of March, 1936, the cash rental for which period shall be the sum of \$350.00 payable in advance on or before said date, and the lessee shall have the option, if it is desired by the lessor, to extend this lease to thereafter extend this lease into a letting by the month, from 15th to 15th the calendar month, for each such month to be the sum of \$42.50 payable in advance on or before the 15th day of each month.

In the event this lease is so extended and the monthly lease rental is not paid in advance for any one month, the lessee agrees not to use or operate said implements during said month until it shall have paid the lease rental for said period, or until it shall have paid the lease rental in due course for a subsequent month, it being the intention that lessor shall not use or operate said implements during any lease month for which it shall not have paid the lease rental in advance as herein provided.

The Company agrees to keep said implements insured against loss or damage by fire or tornado in its own name to such extent as it may deem necessary, and in event of their destruction by fire or tornado this lease shall thereupon terminate. In event of damage to said implements by fire or tornado the Company shall repair the same promptly at its own expense; otherwise this lease shall remain.

Letters of Administration having been granted on the 13th day of April, 1935, by the Chancery Court of Hancock County, Mississippi, to the undersigned on the estate of Charles Sanger, of Bay St. Louis, deceased, notice is hereby given to all persons having claim against the estate to present the same to the Clerk of said Court for probate and registration according to law within six months from this date, or they will be forever barred.

This the 20th day of February, 1936.

MRS. AUGUSTA PERRETT,  
Administrator—Executor

#### NOTICE TO CREDITORS

Executors—Administrators' notices to creditors of the Estate of Charles Sanger.

Letters of Administration having been granted on the 13th day of April, 1935, by the Chancery Court of Hancock County, Mississippi, to the undersigned on the estate of Elsie Miller, of Logtown Mississippi, deceased, notice is hereby given to all persons having claim against the estate to present the same to the Clerk of said Court for probate and registration according to law within six months from this date, or they will be forever barred.

This the 20th day of February, 1936.

CHAS. MURPHY, Executor

damage by fire or tornado in its own name to such extent as it may deem necessary, and in event of their destruction by fire or tornado this lease shall thereupon terminate. In event of damage to said implements by fire or tornado the Company shall repair the same promptly at its own expense; otherwise this lease shall remain.

The lessee agreed that said implements will be used and operated only by experienced and careful operators, that it will keep said implements in good repair and operating condition at all times at its own expense, usual and ordinary wear and tear, or damage by fire or tornado, excepted; that it will return said implements promptly to the Company when required hereby in as good condition as when received, usual and ordinary wear and tear or damage by fire or tornado excepted; that it will indemnify and save harmless the Company from all claims for damages to persons or property caused by said implements or their operation until the same shall have been returned to the Company as herein provided; and that it will, as an additional implements, pay to the Company a sum equivalent for the use of said implements for any and all taxes that may be assessed against it on account of said property being in Hancock County while this lease is in effect.

In event lessee shall fail to pay the lease rental in advance for any one month, but otherwise comply with the terms hereof, it may keep said implements, but without using the same, for one month, but not longer without the written consent of the Company; and for a breach of this condition the Company may, at its option, by written notice to lessee, declare this lease terminated immediately.

Should the lessee become the purchaser of said implements in any manner at any time while this lease is in force, this lease shall terminate upon payment by the lessee to the Company of the then agreed purchase price.

If all of the terms of this lease shall have been fully complied with by the lessee, and the same shall have remained in effect until the full payment of all lease rentals for a total of 12 months or more (including the initial period), then the lessee shall have the right at its option, exercised by an order upon its lessee, to purchase said implements at and for the sum of \$1516.80 at any time thereafter while they remain in the possession of lessee, by notifying the Company accordingly and making prompt payment to it of said sum, and this lease shall constitute a continuing offer by the Company to sell said implements to lessee accordingly. If this option be not exercised, then this contract shall continue in force, subject to cancellation at the end of any rental month by the Company by two weeks notice in writing to lessee, or by the lessee by return of said property to the company.

The title to said property shall at all times be and remain in the Company (unless the same be purchased and paid for by lessee); and all monies received by the Company hereunder, except for the purchase of said implements by prior agreement or under the foregoing option, shall be taken and held as a reasonable rental for the use of said implements by the lessee, whether or not lessee shall have used the same or any part thereof.

Whenever this contract shall terminate for any reason whatsoever the Company shall be entitled to the immediate possession of said property without further notice or demand, unless the same shall have previously been purchased and paid for by lessee and to take possession thereof whenever and wherever found, entering upon any property of lessee for that purpose.

This contract shall be fully assignable by the Company, and any assignments hereof shall have the same rights as if he or it were the original lessor hereunder.

Witness the signature of said Mississippi Road Supply Company, this the 2nd day of March, 1936.

Mississippi Road Supply Company, By: L. R. Simmons, President.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 2nd, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to hire these tractors for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing these tractors will be required to give the county an option on these tractors so that if the Board desires, same can be purchased during or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price.

The Board reserves the right to reject any and all bids.

Given under my hand and seal of office, this the 6th day of February, 1936.

(SEAL) A. G. FAVRE, Clerk.

NOTICE TO Bidders

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M. on Monday, March 6th, 1936, for the hire or purchase of one or more Crawler Tractors, weighing not less than three tons each, and equipped with engines that burn light distillate fuel, for one or more Crawler Tractors weighing not less than four and one half tons each and equipped with Diesel engines capable of burning heavy crude oil and having separate starting engines. If outright purchase is not made, the Board proposes to

MUTCHLER &amp; ASHTON

# COAST SERVE-SELF

Grocery and Market

Echo Building — Bay St. Louis, Miss.

FRIDAY &amp; SATURDAY, MARCH 20 — 21

DEL MONTE PEACHES No. 2½ can	17c
BIG R TOMATOES, No. 2 can; 3 for	19c
Stokely's Finest COUNTRY GENTLEMAN CORN, No. 2, 2 for 25c	
BUTTER, Cloverbloom, roll, pound	32c
Jewel SALAD or COOKING OIL, pints	15c
MICHIGAN NAVY BEANS, pound	5c
5 pounds	20c — 10 pounds
SCOCO LARD, 4 pound cartons	47c
Stokely's Finest PORK & BEANS, pound can	6c
School Day PETIT POIS PEAS, No. 2 can, 2 for	25c
AMERICAN WONDER PEAS, No. 2 can, 3 for 27c	
OBELISK FLOUR, 5 pounds	25c
PEANUT BUTTER, pound jar	15c
Stokely's Finest HOMINY, KRAUT & BEETS, No. 2½ can	10c
TOMATO CATSUP, 14 oz. bottle	17c
RUBY TOMATO CATSUP, 14 oz. bottle	10c

<i>W. A. McDonald &amp; Son</i>	
BEEF ROUND, for roast, or steak, pound	20c
BEEF LOIN, for roast or steak, pound	18c
BEEF RUMP, whole, per pound	15c
BEEF SHOULDER ROAST, pound	12½c
BEEF STEW, per pound	7c
BACON, Black Hawk, per pound	33c
DEXTER BACon, per pound	29c
SUGAR CURED BACon, square, whole, lb.	19c
ARMOUR'S STAR HAM, half or whole, lb.	25c

## The Sea Coast Echo

### City Echoes

Mrs. Corinne Lewis spent the week-end in New Orleans with her niece Mrs. C. A. Sporl.

Mr. Bernard Jones, of New Orleans, was at the Bay Sunday to visit his mother, Mrs. Nora Jones.

Mr. Laurent Kergosien local retailer, spent several days in New Orleans last week on business.

Mr. Rene de Montluzin, Jr., spent the week-end in New Orleans, participating in the social votaries of that city.

Miss Larena Barrett of New Orleans, was the guest of her sister, Mrs. Frances M. Gager, and son, Charles, at the family home in Carrollton.

Mrs. T. B. Glover was among those from Pass Christian who came over Sunday to witness a performance of "The Tale of Two Cities," at A. & G. Theater.

Miss Thelma Eaton, member of Central School faculty, is rapidly recovering from her serious illness at Hattiesburg hospital. Mrs. George E. Schilling is teaching in her place.

Miss Betty Boyer has joined the clerical force of the Merchants Bank & Trust Company, assuming her new position Monday morning. Miss Boyer is a member of the graduating class of Bay High, '35.

Mr. and Mrs. B. D. Moore, Jr., and daughters, Elizabeth Ann, and Hazel of Hattiesburg, Miss., motorized to Bay St. Louis for the week end guests of Mr. and Mrs. Wilson Moore, residing in Union street.

Dr. and Mrs. R. J. Chauvin, who have resided in Second street, near the City Hall, the past several years in retirement and rest have moved to New Orleans, returning to their former place of residence.

Mrs. Lucien M. Gex and three attractive children left for New Orleans Monday morning, where they will remain for ten days, visiting under the parental roof of Dr. and Mrs. W. W. Calhoun. They will return in time to be joined by Representative Gex at the time the Legislature will adjourn. They made the trip by train.

Mrs. L. Eagan, residing in New Orleans, spent Friday and Saturday visiting at the home of her daughter, Mrs. Townsend Wolfe, and family, Main street, also the many friends of her native and former home town.

Mrs. Joe B. Burrow and recently born son, who have been at the King's Daughters' Hospital, at Gulfport, returned home Sunday by ambulance. Both Mrs. Burrow and junior have been exceedingly well, satisfying news to the friends of the family on both sides.

Mrs. Donald G. Rafferty entertained members of the Pass Christian Garden Club Thursday of last week, followed by an informal reception. The meeting was numerously attended and the program proved one of exceptional interest at this particular time of the spring season.

Mr. and Mrs. R. H. Ainsworth of Hazlehurst, Miss., left Tuesday morning after spending a week with relatives in Bay St. Louis, for New Orleans, where they will visit for a short time with Mrs. Ainsworth's mother, Mrs. E. D. Elliott, before returning to their home.

Mr. John J. McDonald was the program speaker before the Bay Rotary Club. His assigned subject, "My Hobby" was naturally sail boats. His talk proved one of exceptional interest and was well received. Contractor Sam Boyd, of Columbia, building the new federal shortcut in Mississippi, was a visiting Rotarian.

Mr. and Mrs. Bell of Michigan are located at Hotel Weston for a few weeks. Mr. Bell spent much of his early boyhood at the Bay when his grandfather Judge De Wolfe, was owner of "Kenwood," and his parents, Chicagoans, were frequent visitors. Judge De Wolfe and his son-in-law and the latter's wife remembered as owners and occupants of "Kenwood," now occupied by Mrs. Jacobs, the novelist.

Mrs. Ellen Cue, mother of our townsman, Mr. Emilie Cue, who resides at Detroit, but visited for the winter, retaining her place of residence locally, is recovering from an illness covering a period of five weeks. Mrs. Cue is able to sit up and be about the room, her condition showing such remarkable improvement. Friends of the Cue family will be glad to know she will soon be out and about again in the near future.

### LETTERS FROM THE PEOPLE

#### Timely Suggestion To Mississippi Highway way Commission

New Orleans, March 13, 1936  
Editor Sea Coast Echo: Gentlemen—Louisiana State Highway Commission states they will close the short-cut for resurfacing effect April 1st.

This means much to the Gulf Coast, and the work will no doubt be finished in time for summer travel.

As a regular traveler over to the Coast, and lately using the short-cut, would like to suggest you lend your good paper to securing the Mississippi State Highway Commission's support and action in resurfacing the stretch that runs thru Pearlring and into U. S. 90 at Logtown intersection. This road is in bad shape, and has been rutty, with a continuous bump for over two miles. It is dangerous to life and limb and gives a bad impression to tourists, due to the many curves in that stretch of road. This makes a good scenic road thru Pearlring, but one cannot enjoy scenery, with a rutty road to bump over.

This is the only link in the trail to the Gulf Coast that needs attention. Thanks for your co-operation.  
Yours truly,  
A. J. M. SCULLY.

### HANCOCK COUNTY RECREATIONAL NEWS NOTES OF INTEREST

#### Knights of Columbus Hall Scene of Dance—Recreational Institute Mar. 24

The Square Dance held at the K. C. Hall, March 5th, was well attended, and those attending are already looking forward for the next one. The dances consist of the quadrille, Virginia Reel, Weave the Wadmal and The American Circle.

Mr. Dobyns is survived by his widow, Mrs. Leander Jane Tate Smith; four sons, James J. Smith of Picayune, Robert W. Smith, Route 1, Picayune, Boyd A. Smith, Jackson, Miss., Bruce E. Smith, New Orleans, one stepson, Morris A. Tate, Covington, La.; one stepdaughter, Mrs. Leonard W. Davis, Route 1, Picayune; eight grandchildren, seven great-grandchildren, two sisters, Mrs. Susan Gipson, Baxerville, Miss., Mrs. John Gipson, Picayune, and one brother, Levy Smith, Carriere, Miss.

Mr. Dobyns and his bride will spend their honeymoon on a trip to Florida and Cuba, leaving by motor. They will be at home later in Kingsport.

The attendants of the bride were chifon frocks in aquamarine with leighorn hats trimmed in varicolored flowers. They carried pink roses.

Mr. Dobyns and his bride will spend their honeymoon on a trip to Florida and Cuba, leaving by motor. They will be at home later in Kingsport.

The brides traveling suit was blue tweed, with blue fox fur collar, and accessories of grey. Her corsage was pink orchids and lilies of the valley.

Miss Evans is the daughter of Mr. John J. Evans and the late Mrs. Alice Trotter Evans of 4300 General Taylor street, New Orleans, and is a young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a

young lady of much charm, and a</